ISM 80C: Starting a New Technology Company (SNTC)

Project Phase I: Project Proposal and Preliminary Conceptual Design
(due 16 April 2009)

Reading Assignment (Make notes of the key points as you read):
• Kaplan, “Startup”, Chapter 1, 2, 3

Project Proposal and Preliminary Conceptual Design (due Thursday, April 17)
Please perform the following tasks, documenting your work as you proceed:

1. Use your preliminary project proposal to create the final project proposal as follows:
   • Using suitable criteria, narrow down your list of ideas from the preliminary proposal to one (or two) ideas that you will use as a basis for your startup.
   • Develop a time-phased plan for creating the startup (use the dates on the Course Information sheet as a guide).
   • Identify roles and responsibilities of each team member.
2. Perform preliminary conceptual design for your product or service as follows:
   • Create a function structure for your product or service
   • Create a morphological table of alternatives for each sub-function
   • Use the table to identify 3-5 potential product (or service) design concepts
3. Schedule an appointment to meet with either (1) the Instructor (E2, Room 561, Tuesday, 3:30-6:30 PM) or, (2) Lars Jensen, Collin Berg, and Chunye Wang (E2, Room 553, Wednesday, 1-4 PM) to discuss the results of Tasks 1 and 2 above, and to receive feedback. Please come to the meeting with (1) your preliminary proposal, and (2) written documentation of Tasks 1 and 2.

3. Write up and turn in (on April 17) a 5-7 page report structured as follows:
   • Summary: 2-3 paragraph summary of the report
   • 3-4 page Project Proposal documenting and explaining the tasks performed in Task 1 above. Be sure to end the proposal with relevant conclusions.
   • 2-3 page Section on Preliminary Conceptual Design
   • Appendix, showing any relevant details

An important note on working in Teams:
An important aspect of this course is gaining experience in working in teams. This experience is designed to actively develop your inter-personal and cognitive skills. Cognitive Skill is not about developing a high IQ, but about the ability to see things from multiple perspectives. Specifically, in the context of the project and the team, it refers to improving your ability to see things from four perspectives: I (or ME, or myself); YOU (a member of your team); WE (or US, which emerges when YOU and I develop mutual understanding and a shared perspective), and IT (the objective perspective). Please develop the capacity to see and act from all four perspectives.